

Atty. Docket No. YOR9-2000-0138US1  
(590.010)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Kienzle et al.

Serial No. : 09/578,675

Examiner : J. Ustaris

Filed : May 25, 2000

Art Unit : 2611

For : CREDIT BASED MEDIA PRESENTATION

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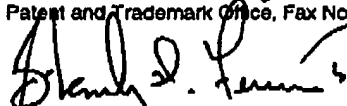
JUN 30 2004

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June 30, 2004

## AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (703) 872-9314 on June 30, 2004.



Stanley D. Ference III  
Reg. No. 33,879

June 30, 2004  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated March 29, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.